RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

May 28, 1996

☎ *Fax*
D. P. Fitzgerald

POSTING REPORTS / FUNCTIONS

Dear Don:

Attached are J66 and T14 reports for the *May Doral B2G1F* Promotion #600355. As you can see, posting activity on these reports is inconsistent on each report - as I have detailed below:

Report / Activity Dates	Inside Region 1610 Posting	Posting From Outside Regions To 1610	Total Region 1610 Activity Posted	Posting To Outside Regions From 1610
T14 Through 5/26/96	N/A	N/A	171,340	N/A
J66 Through 5/21/96	163,460(*)	5,020	168,480	8,900
J66 Through 5/26/96	145,620(*)	27,480	173,100	30,560

(*) Note that the J66 Report dated 5/21/96 shows 17,840 more offers than the J66 Report dated 5/26/96 (we were advised, today, the J66 Report dated 5/21/96 was inaccurate).

Don, I have spent approximately 15 - 20 hours *per week* over the last month posting and auditing posting reports due to the continual inconsistencies and inaccuracies in the BPE reporting functions. It can take as long as ***20 - 30 hours of auditing*** to determine where one promotional inaccuracy may reside. Once the inaccuracy is identified, and BPE contacts are notified, the problems are eventually resolved. However, my primary concern is that although each individual inaccuracy does eventually get resolved, as you will note from my previous communications to you, T14 continues to contain multiple inaccuracies which result in unrealistic time allocation to monitor. This time could be greatly reduced if these reports were accurate.

Any assistance you can provide would be greatly appreciated.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc
cc: S. MacLeod
R. Farmer

51859 4656

Source: https://www.industrydocuments.ucsf.edu/docs/rggn0000

SAVINGS BSGSF		YTD THRU 05/96	JAN	FEB	MAR	APR	MAY	JUN
DORAL								
NATIONAL PROMOTIONS								
600355 DOR MAY B2G1F	PLANNED	196,200					196,200	
	PLACED	171,340				3,320	168,020	
	% PLACED	87.32					87.32	
600895 DOR BOX B1G1F	PLANNED	68,700				68,700		
	PLACED	68,701				52,101	16,600	
	% PLACED	100.00				75.83	100.00	
TOTAL OFFERS PLANNED		264,900				68,700	196,200	
TOTAL PLANNED OFFERS PLACED		240,041				55,421	184,620	
% OFFERS PLANNED VS. PLACED		90.61						
TOTAL OFFERS PLACED		240,041				55,421	184,620	
TOTAL SAVINGS BSGSF								
TOTAL OFFERS PLANNED		264,900				68,700	196,200	
TOTAL PLANNED OFFERS PLACED		240,041				55,421	184,620	
% OFFERS PLANNED VS. PLACED		90.61						
TOTAL OFFERS PLACED		240,041				55,421	184,620	

T 14 (5/26/96)

51859 4657

Source: https://www.industrydocuments.ucsf.edu/docs/rggn0000

BPEJ66MA

BUSINESS PLANNING AND EXECUTION
POSTING LISTING

PAGE:
DATE: 05/21/9
TIME: 09:10 A

PROMOTION : 600355 DORAL B2G1F W/CONT-MAY
SALES LEVEL : 16XXXX 16 BUFFALO REGION

ACCTS ARE SUMMED BY WHOLESALER

TERR	RETAIL ACCT	NAME	ADDRESS	CITY	ST	ACCOUNTS	POSTED SKUS	POSTED OFFERS	POSTED DATE	POSTED USER	WHSL	DESC
		PAGE BREAK TOTAL ACCOUNTS				2966 TOTAL QUANTITY	177,380	8,869				
		POSTING INSIDE REGION ACCOUNTS				2683 TOTAL QUANTITY	163,460	8,173				
		POSTING FROM OUTSIDE REGION ACCOUNTS				78 TOTAL QUANTITY	5,020	251				
			11XXXX			7	540	27				
			12XXXX			45	2,740	137				
			13XXXX			25	1,600	80				
			17XXXX			1	140	7				
		POSTING TO OUTSIDE REGION ACCOUNTS				205 TOTAL QUANTITY	8,900	445				
			XXXX			1	20	1				
			XXXX			1	20	1				
			XXXX			1	40	2				
			XXXX			1	20	1				
			XXXX			1	20	1				
			XXXX			1	20	1				
			11XXXX			63	2,340	117				
			12XXXX			35	860	43				
			13XXXX			16	400	20				
			17XXXX			84	5,140	257				
			67XXXX			1	20	1				
		PROMOTION TOTAL ACCOUNTS				2966 TOTAL QUANTITY	177,380	8,869				

**** END OF REPORT ****

J66 (5/21/96)

51859 4658

Source: https://www.industrydocuments.ucsf.edu/docs/rggn0000

PROMOTION : 600355 DORAL B2G1F W/CONT-MAY
SALES LEVEL : 16XXXX 16 BUFFALO REGION ACCTS ARE SUMMED BY WHOLESALER

TERR	RETAIL ACCT	NAME	ADDRESS	CITY	ST	ACCOUNTS	POSTED SKUS	POSTED OFFERS	POSTED DATE	POSTED USER	WHSL	DESC
		PAGE BREAK TOTAL ACCOUNTS				3451 TOTAL QUANTITY	10,183	203,660				
		POSTING INSIDE REGION ACCOUNTS				2380 TOTAL QUANTITY	7,281	145,620				
		POSTING FROM OUTSIDE REGION ACCOUNTS				466 TOTAL QUANTITY	1,374	27,480				
		11XXXX				88	253	5,060				
		12XXXX				74	223	4,460				
		13XXXX				25	80	1,600				
		17XXXX				278	816	16,320				
		29XXXX				1	2	40				
		POSTING TO OUTSIDE REGION ACCOUNTS				605 TOTAL QUANTITY	1,528	30,560				
		11XXXX				190	403	8,060				
		12XXXX				51	68	1,360				
		13XXXX				90	238	4,760				
		17XXXX				271	816	16,320				
		29XXXX				2	2	40				
		67XXXX				1	1	20				
		PROMOTION TOTAL ACCOUNTS				3451 TOTAL QUANTITY	10,183	203,660				

**** END OF REPORT ****

J66 (5/28/96)

51859 4659

Source: https://www.industrydocuments.ucsf.edu/docs/rggn0000